



City of San Diego
Guide to Submitting
Subcontractor Outreach Program (SCOP)
Documentation

Overview

The subcontractor outreach program applies to all city-funded construction contracts in excess of \$100,000. This program allows the City of San Diego to maximize subcontracting opportunities to smaller and more diverse firms.

To be eligible for award, the five apparent low bidders, at time of bid opening, must submit documentation of their subcontractor outreach efforts. All documentation must be submitted within three (3) City working days following the close of business on the day the bids were opened.

Failure to achieve a minimum of 80 out of 100 points will render a bid non-responsive and will result in its rejection.

Points are awarded on a pass/fail basis; no partial points will be awarded. Therefore, it is imperative that SCOP submittals be complete and includes all items outlined in each indicator.

In order to help assist bidders in understanding the requirements of the Subcontractor Outreach Program, we have compiled examples of key indicators necessary for successful submission of outreach documentation. Please review the following pages to help assist in understanding the requirements of outreach indicators.

It is the goal of the City of San Diego's Equal Opportunity Contracting Program (EOCP) to assist bidders in meeting both mandatory and voluntary outreach goals on all construction projects. EOCP staff has compiled lists of subcontractors by trades, which are available for review at all pre-bid meetings and upon request.

If you have any questions, comment or concerns, please feel free to contact the Equal Opportunity Contracting Program during normal business hours, by calling 619-235-5785.

****** NOTHING SET FORTH IN THIS GUIDE SUPERSEDES THE
INFORMATION STATED IN THE PROJECT BID SPECIFICATIONS. ******

Date Sensitive Indicators

The following SCOP indicators are date sensitive:

<u>Indicator</u>	<u>Deadline</u>
2 – Pre Bid Attendance Waiver	<u>Prior</u> to scheduled pre-bid meeting date
4 – Broad Based Advertisement	10 Calendar Days <u>prior</u> to bid submittal
5 – Written Notice to Subcontractors	10 Calendar Days <u>prior</u> to bid submittal
8 – Request for Assistance from Recruitment/Placement Agencies	15 Calendar Days <u>prior</u> to bid submittal
Submittal of SCOP Documentation	3 Working Days <u>after</u> the bid opening

** Sample on calculating the indicator deadlines based on an April 22nd bid opening date. **

<u>Indicator</u>	<u>Deadline</u>	<u>Dates</u>
2 – Pre Bid Attendance Waiver	<u>Prior</u> to scheduled pre-bid meeting date	Prior to April 22
4 – Broad Based Advertisement	10 Calendar Days <u>prior</u> to bid submittal	April 12
5 – Written Notice to Subcontractors	10 Calendar Days <u>prior</u> to bid submittal	April 12
8 – Request for Assistance from Recruitment/Placement Agencies	15 Calendar Days <u>prior</u> to bid submittal	April 7
Submittal of SCOP Documentation	3 City Working Days <u>after</u> the bid opening	April 29

APRIL

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7 15 CDP	8 14 CDP	9 13 CDP	10 12 CDP	11 11 CDP
12 10 CDP	13 9 CDP	14 8 CDP	15 7 CDP	16 6 CDP	17 5 CDP	18 4 CDP
19 3 CDP	20 2 CDP	21 1 CDP	22 Bid Opening	23 1 CWD	24 2 CWD	25
26	27 3 CWD	28	29	30	CDP – Calendar Days Prior	CWD – City Working Days

Indicator 2 – Pre Bid Attendance Waiver (5 Points)

All bidders must attend the pre-bid meeting scheduled by the city to inform all bidders of the requirements for the subject project.

In order to receive full credit for indicator 2, the bidder must:

- Arrive on time and attend the entire meeting, no credit given if you arrive late or leave early
- Sign the attendance sheet (copies will be provided at the end of the meeting)

If the bidder cannot attend the scheduled pre-bid meeting **waiver may be requested**. The bidder must certify, in writing, prior to the scheduled pre-bid meeting, that they are already informed and understand the project requirements; the City may waive the requirement for pre-bid meeting attendance and award points.

In order to receive full credit for indicator 2, using a waiver, the bidder must:

- Fax or mail a waiver letter PRIOR to the scheduled pre-bid meeting
- Submit the fax transmittal confirmation or the copy of the metered envelope or certified mail receipt with the SCOP documentation package.

Please see the sample pre-bid attendance waiver that follows.

Al's Contracting

1212 Main Street, Suite B, San Diego CA 92111

April 20, 2010

City of San Diego
Equal Opportunity Contracting Program
1200 Third Avenue, Suite 200
San Diego, CA 92101

Re: Waiver for Pre-Bid Meeting

To Whom It May Concern:

I am aware of and understand the requirements for the City of San Diego's Subcontractor Outreach Program (SCOP) and would like to waive my attendance to the pre-bid meeting for the below referenced project.

Project Title: *(Insert Project Title)*

Pre-bid Date: *(Insert Pre-bid meeting date)*

We are aware that this project has a goal of ____% subcontractor participation goal (DBE/DVBE/MBE/WBE/OBE).

Sincerely,

(Insert your name)

(Insert your position/title)

**** Transmit Conf. Report ****

p. 1

April 20, 2010 09:36

Fax/Phone Number	Mode	Start	Time	Page	Result
96192355209	NORMAL	1, 09:36	0' 34"	1	* OK

Al's Contracting

1212 Main Street, Suite B, San Diego CA 92111

April 20, 2010

City of San Diego
Equal Opportunity Contracting Program
1200 Third Avenue, Suite 200
San Diego, CA 92101

Re: Waiver for Pre-Bid Meeting

To Whom It May Concern:

I am aware of and understand the requirements for the City of San Diego's Subcontractor Outreach Program (SCOP) and would like to waive my attendance to the pre-bid meeting for the below referenced project.

Project Title: *(Insert Project Title)*

Pre-bid Date: *(Insert Pre-bid meeting date)*

We are aware that this project has a goal of ____% subcontractor participation goal (DBE/DVBE/MBE/WBE/OBE).

Sincerely,

(Insert your name)

(Insert your position/title)

Indicator 3 – Identification of Sufficient Subcontracting Work (10 Points)

Bidder has identified and selected specific work items in subject project to be performed by sub-bidders. The bidder provides proof that they have subdivided total contract work requirements into smaller portions or quantities to permit maximum active participation.

To earn points for this indicator the contractor must:

- Have work areas listed in the contents of their advertisement (See indicator 4).
- Have work areas listed in the contents of their written notice to subcontractors (See Indicator 5).

Please remember to:

1. List any work area that you cannot complete (as a prime) for subcontracting opportunities.
2. If, as a prime, you are able to complete all the work areas yourself:
 - a) Identify work areas that are potential areas to subcontract even though you are capable of doing these work areas yourself.
 - b) Perform an outreach to the suppliers which are specific for the project.
3. **ALL** bid-listed work areas **MUST** be represented in your SCOP documentation.

In order to receive full credit for indicator 3, the bidder must provide documentation of indicator 4 and indicator 5, which will demonstrate compliance with this indicator.

Indicator 4 – Broad-Based Advertisement (10 Points)

Not less than 10 (ten) calendar days prior to submittal, the bidder must provide proof that they conducted an advertising campaign that was designed to reach all segments of the San Diego Community by advertising in:

- Newspapers
- Trade Associations Publications
- Special Interest Publications
- Community Papers
- Other Media

Advertisement must be specific and must be worded to ensure it **does not exclude or limit** the number of potential respondents.

To earn full credit for indicator 4, the bidder must:

- **Publish** advertisement ten (10) days **prior** to bid due date.
- **Ensure** the advertisement is published on time and that the wording is correct.
- **Must** meet a one (1) day, one (1) publication **minimum**.
- Advertisement **must** be in a reputable publication.
- **Must** provide proof of publication by:
 - a) Submit the publication affidavit which must include a legible copy of the entire advertisement.
 - b) Submit the original ENTIRE page of the publication in which the advertisement appears.
- When publishing in newspapers, the advertisement should be in the Bids Wanted, Legal Notices section of the Classified Ads, Subcontracting Opportunities or Business Opportunities **NOT** the Employment Opportunities Section.
- Advertisement should include the following:
 - a) City of San Diego's project name, bid number, bid date & time.
 - b) Areas of work to be subcontracted/supplied.
 - c) Firm's name, contact person's name, contact person's address, contact person's telephone number.
 - d) Information regarding availability of plans and specification and bidder's policy concerning assistance in obtaining bonds, lines of credit and /or insurance.
 - e) Advertisement **MUST NOT** be **LIMITING**.

Remember – If you state a deadline, those solicited should have ample time to respond to the advertisement.

See the sample advertisement and proof of publication dates that follows.

SAMPLE OF ADVERTISEMENT

AL'S CONTRACTING

REQUESTING SUB BIDS FROM QUALIFIED
DBE/DVBE/MBE/WBE/OBE
SUBCONTRACTORS & SUPPLIERS FOR THE FOLLOWING:

CITY OF SAN DIEGO

PROJECT NAME

BID NUMBER

BID DATE & TIME

ADDITIONAL INFORMATION: AL'S CONTRACTING IS REQUESTING SUB-
BIDS FROM ALL QUALIFIED DBE/DVBE/MBE/WBE/OBE
SUBCONTRACTORS AND SUPPLIERS FOR THE FOLLOWING TRADES:

CONCRETE, DRYWALL, ELECTRICAL

FOR INFORMATION ON THE AVAILABILITY OF PLANS AND
SPECIFICATIONS AND THE BIDDER'S POLICY CONCERNING ASISTANCE
TO SUBCONTRACTORS IN OBTAINING BONDS, LINES OF CREDIT,
AND/OR INSURANCE, PLEASE CONTACT OUR OFFICE.

AL'S CONTRACTING
1212 MAIN STREET, SUITE B, SAN DIEGO, CA 92111
TELEPHONE: XXX-XXX-XXXX FAX: XXX-XXX-XXXX
EMAIL: ALSCONTRACTING@MAIL.COM

PROOF OF PUBLICATION AFFIDAVIT

Proof of Publication of

STATE OF CALIFORNIA
County of San Diego

(Your firm's name here)

I am a citizen of the United States and a Resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of the
CONTRACTOR WEEKLY
A newspaper of general circulation, printed and published 7 times weekly in the City of San Diego, County of San Diego, and the State of California; that the notice, of which the annexed is a printed copy, has been published in each regular and entire issue of said publication and not in any supplement thereof on the following date(s):

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Dated at San Diego,
California, this 12th day of April 2010

Alicia Brown

Signature

Copy of Ad included here

Indicator 5 – Written Notice to Subcontractors (10 Points)

Not less than 10 (ten) calendar days prior to bid submittal, the bidder provided notice of its interest in receiving sub-bids on subject contract to business enterprises with an interest in performance of identified work items. Contents of letters must include:

- City of San Diego's Project Name;
- Name of Bidder;
- Areas of Work Available for Subcontracting;
- Contact Person's Name and Telephone Number;
- Information on Availability of Plans and Specifications; and
- Bidder's Policy Concerning Assistance to Subcontractors in Obtaining Bonds, Credit Lines and/or Insurance

In order to obtain full credit for indicator 5, the bidder must:

- Fax or mail letters within the specified time frame
- Include all of the requirements listed above in the letter's language
- Submit copies of each of the letters sent or on master notification **AND**
 - a) If mailed: copies of the metered envelopes or certified mail receipts
 - b) If faxed: copies of the fax transmittal confirmation sheet(s). No credit given for error messages, busy, cancelled, etc.

See the sample written notice to subcontractors.

Al's Contracting

1212 Main Street, Suite B, San Diego CA 92111

April 12, 2010

Attn: Estimator
Mike's Concrete
545 Broadway Ave.
San Diego, CA 92101

Re: Request for Sub Bids
Project Title: *(Insert Project Title)*
Pre-bid Date: *(Insert Pre-bid meeting date)*

To Whom It May Concern:

Al's Contracting is bidding on the project referenced above as a Prime Contractor. We are seeking sub-bids from DBE/DVBE/MBE/WBE/OBE subcontractors, and material and/or equipment suppliers in the areas of work included in, but not limited to, those listed below:

(List specified work areas here)

Plans, Specifications, and Project Requirements may be viewed at our office located at 1212 Main Street, Suite B, San Diego, 92111, Monday through Friday from 8:00 am to 5:00 pm. Al's Contracting is an Equal Opportunity Contractor and will attempt to assist disadvantaged businesses in obtaining Bonding, Insurance, and Lines of Credit.

If you have any questions or are interested in participating in this project, please contact Al Cuevas, Project Estimator at XXX-XXX-XXXX, **at least one day prior** to the bid due date to review with us your proposed scope of work.

Sincerely,

Veronica Carbajal
Project Administrator

Please let us know if you are/are not bidding by checking all appropriate boxes and faxing this letter to XXX-XXX-XXXX.

I am bidding this project ☐

I am not bidding this project ☐

I am bidding this project as a supplier only ☐

I am bidding this project as a DBE/DVBE/MBE/WBE/OBE ☐

Al's Contracting

1212 Main Street, Suite B, San Diego CA 92111

April 12, 2010

Attn: Estimator
Mike's Concrete
545 Broadway Ave.
San Diego, CA 92101

Re: Request for Sub Bids
Project Title: *(Insert Project Title)*
Pre-bid Date: *(Insert Pre-bid meeting date)*

To Whom It May Concern:

Al's Contracting is bidding on the project referenced above as a Prime Contractor. We are seeking sub-bids from DBE/DVBE/MBE/WBE/OBE subcontractors, and material and/or equipment suppliers in the areas of work included in, but not limited to, those listed below:

(List specified work areas here)

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If you have any questions or are interested in participating in this project, please contact Al Cuevas, Project Estimator at XXX-XXX-XXXX, **at least one day prior** to the bid due date to review with us your proposed scope of work.

Sincerely,

Veronica Carbajal
Project Administrator

Please let us know if you are/are not bidding by checking all appropriate boxes and faxing this letter to XXX-XXX-XXXX.

I am bidding this project ☐

I am not bidding this project ☐

I am bidding this project as a supplier only ☐

I am bidding this project as a DBE/DVBE/MBE/WBE/OBE ☐

Indicator 5 - Sample of Metered Envelope

<p>Your Company Name Street/P.O. Box City, State, Zip Code</p>	<p>Potential Subcontractor/Vendor Street/P.O. Address City, State, Zip Code</p>	<p>Metered Stamp Here</p>
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METERED DATE MUST BE LEGIBLE/READABLE

Indicator 6 – Follow-up to Initial Solicitations (10 Points)

The bidder must provide proof that they followed up on initial solicitations of written notice to subcontractors to determine interest in specific portions of project work, answered questions, recorded telephone quotes, and recorded subcontractors' interest in bidding on any portion of subject project. All information submitted in the bidder's telephone log ***will be verified***.

In order to get full credit for indicator 6, the bidder must:

- Document all efforts to follow up the initial solicitations made in indicator 5 by contacting ALL subcontractors/vendors to whom letters were sent to.
- Calls must be made ***after the letters have been sent and before the deadline***. A telephone log must be submitted, as proof of follow-up, with the minimum requirements:
 - a) Project name
 - b) Name of person calling
 - c) Name of company called
 - d) Contact person's name
 - e) Date of call
 - f) Time of call
 - g) Result of conversation
- Bidders must follow up at least once with all subcontractors/vendors with whom you left messages.

Things that will be considered:

- Were calls made during inappropriate times (i.e. During lunch hour or too late in the day)?
- Was a second follow up call made with all companies where messages were left?
- Was the result of the conversation reviewed (i.e. If a subcontractor/supplier had offered to provide a quote but does not, you must follow up)?

See sample telephone log.

Follow Up Telephone Log

[illegible]

Indicator 7 – Provision of Plans, Specifications, and Requirements (10 Points)

Bidder provided interested sub-bidders with access to plans, specifications, and requirements for subject project.

Bidder must provide subcontractors detailed information on how, where and when interested parties can obtain the plans and specifications for the project.

In order to obtain full credit for indicator 7, the bidder must provide this information within indicator 4 and/or indicator 5.

Indicator 8 – Request for Assistance from Recruitment/Placement Agencies (10 Points)

Not less than fifteen (15) calendar days prior to bid submittal, bidder requested assistance from agencies which recruit and place subcontractors. A list of such agencies is available from EOCP and included here. Other organizations which promote subcontractor activities may also be contacted.

Letters should be sent to all the listed agencies and must contain:

- The specified work areas for subcontracting
- City of San Diego project name
- The bidder's name
- Contact person's name
- Contact person's address
- Contact person's telephone number

In order to obtain full credit for indicator 8, the bidder must:

- Include language in their letter stating the recruitment of **DBE/DVBE/MBE/WBE/OBE**
- Include the specified work areas
- Fax or mail the letters on time
- Submit copies of each of the letters sent or on master notification **AND**
 - a) If mailed: copies of the metered envelopes or certified mail receipts
 - b) If faxed: copies of the fax transmittal confirmation sheet

See List of Recruitment/Placement Agencies that follows and Sample Letter.

Al's Contracting

1212 Main Street, Suite B, San Diego CA 92111

April 6, 2010

Contact Person

Recruitment Agency/Association Name

Address Line 1

Address Line 2

Phone:

Fax:

Re: Request for Sub Bids

Project Title: *(Insert Project Title)*

Pre-bid Date: *(Insert Pre-bid meeting date)*

To Whom It May Concern:

Al's Contracting is bidding on the project referenced above as a Prime Contractor. We are requesting your assistance in recruiting DBE/DVBE/MBE/WBE/OBE subcontractors, and material and/or equipment suppliers in the areas of work included in, but not limited to, those listed below:

(List specified work areas here)

Plans, Specifications, and Project Requirements may be viewed at our office located at 1212 Main Street, Suite B, San Diego, 92111, Monday through Friday from 8:00 am to 5:00 pm. Al's Contracting is an Equal Opportunity Contractor and will attempt to assist disadvantaged businesses in obtaining Bonding, Insurance, and Lines of Credit.

Please forward a list of subcontractors no later than April 11, 2009.

If you have any questions regarding this project, please contact Al Cuevas, Project Estimator at XXX-XXX-XXXX.

Sincerely,

Veronica Carbajal
Project Administrator

Please let us know if you are/are not bidding by checking all appropriate boxes and faxing this letter to XXX-XXX-XXXX.

I am bidding this project ☐

I am not bidding this project ☐

I am bidding this project as a supplier only ☐

I am bidding this project as a DBE/DVBE/MBE/WBE/OBE ☐

**** Transmit Conf. Report ****

p. 1

April 6, 2010 11:27

Fax/Phone Number	Mode	Start	Time	Page	Result
96194567890	NORMAL	1, 11:27	0' 28"	1	* OK

Al's Contracting

1212 Main Street, Suite B, San Diego CA 92111

April 6, 2010

Contact Person

Recruitment Agency/Association Name

Address Line 1

Address Line 2

Phone:

Fax:

Re: Request for Sub Bids

Project Title: *(Insert Project Title)*

Pre-bid Date: *(Insert Pre-bid meeting date)*

To Whom It May Concern:

Al's Contracting is bidding on the project referenced above as a Prime Contractor. We are requesting your assistance in recruiting DBE/DVBE/MBE/WBE/OBE subcontractors, and material and/or equipment suppliers in the areas of work included in, but not limited to, those listed below:

(List specified work areas here)

Plans, Specifications, and Project Requirements may be viewed at our office located at 1212 Main Street, Suite B, San Diego, 92111, Monday through Friday from 8:00 am to 5:00 pm. Al's Contracting is an Equal Opportunity Contractor and will attempt to assist disadvantaged businesses in obtaining Bonding, Insurance, and Lines of Credit.

Please forward a list of subcontractors no later than **April 11, 2009**.

If you have any questions regarding this project, please contact Al Cuevas, Project Estimator at XXX-XXX-XXXX.

Sincerely,

Veronica Carbajal

Project Administrator

Please let us know if you are/are not bidding by checking all appropriate boxes and faxing this letter to XXX-XXX-XXXX.

I am bidding this project ☐

I am not bidding this project ☐

I am bidding this project as a supplier only ☐

I am bidding this project as a DBE/DVBE/MBE/WBE/OBE ☐

Indicator 9 – Documentation and Subcontractor Negotiation (25 Points)

Bidder must act in good faith with interested subcontractors and has rejected no bid for other than legitimate business reasons.

All quotes received must be submitted with the bidder's SCOP documentation. This includes:

- Bids for areas of work that were not included in the outreach.
- Quotes from both certified and non-certified subcontractors and suppliers.
- Sub bid dollar amounts **MUST** match the bid-listed dollar amounts. The summary sheet dollar amounts must also match these amounts.
- All dollar amounts and scopes of work on the sub bid must not be altered by the prime bidder. If a revision is necessary, a revised quote must be obtained.
- All verbal quotes **MUST** be substantiated by a corresponding hard quote from the subcontractor/vendor and submitted with SCOP documentation.

All bid-listed subcontractors/vendors must be represented in the SCOP documentation.

- If they were not sent a letter, please detail in the comments section of the summary report how these subcontractors/vendors came to submit a bid.

In order to receive full credit for indicator 9, the bidder must:

- Submit **ALL** quotes received as well as any revised and follow-up hard quotes where necessary.
- Submit a **DETAILED** summary sheet which includes a breakdown of the subcontractors/vendors who responded and their corresponding work areas, listed the quoted amounts, the selected subcontractor/vendor, and the reasons for selection and non-selection.
- If you decide to **SELF-PERFORM** a specified work area, you **MUST** submit a **SELF-QUOTE** with your SCOP documentation to show that your price is competitive to that of the subcontractors who responded to your outreach.

Note:

- You are **NOT** required to select any subcontractor/vendor based solely on their certification status. Your decision to select a subcontractor should be based on the subcontractor's bid amount and/or qualifications.
- Although you may not be required to bid list all the selected subcontractors/vendors, you **MUST** indicate a selection for each work area **ON THE SUMMARY SHEET. THIS INCLUDES SELF-PERFORMED AREAS.**
 - a) If the amount of the subcontract is greater than ½ of 1% of the contract amount, you are required to bid list that subcontractor.
 - b) You are not required to list vendors/suppliers of the value of the contract, unless, credit is desired.

Summary of Subcontracting Bids

Bid Number:

[illegible]

Indicator 10 – Assistance with Bonds, Credit Lines and Insurance (10 Points)

Bidder made efforts to advise and assist interested subcontractors in obtaining bonds, credit lines and insurance required for subject property.

In order to receive full credit for indicator 10, the bidder must provide documentation of indicator 4 and indicator 5, which will demonstrate compliance with this indicator.